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**FACSIMILE TRANSMITTAL FORM**

FAX NUMBER:	(571) 273-8300
TRANSMITTED TO:	Examiner Mark P. Stanley
OF:	U.S. Patent and Trademark Office
FROM:	Abby Berghella on behalf of Ernest J. Beffel, Jr.
CLIENT/MATTER:	USSN 10/796,909 (Atty Docket No. GBTV 1001-1)
DATE:	18 September 2008

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/Abby Berghella/  
Abby Berghella

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: David Baran et al.  
Application No.: 10/796,909  
Confirmation No.: 1626  
Filed: 10 March 2004  
Title: SYSTEM AND METHOD FOR  
INDIVIDUALIZING TV PROGRAMMING  
CHOICES

Group Art Unit: 4157  
Examiner: Mark P. Stanley  
CUSTOMER NO.: 22470

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**INTERVIEW AGENDA**

Sir:

This paper provides a proposed agenda for an interview with Examiner Stanley that is scheduled for **Wednesday, September 24<sup>th</sup> at 12:00 pm EST**. Applicants request that an examiner with authority to negotiate and resolve issues attend the interview (MPEP §713.05).

The spirit of this interview is to advance the case towards allowance. A Final Office Action was mailed May 29, 2008. Applicants intend to file an RCE that will place the case in condition for allowance. Applicant would like to discuss with the Examiner potential amendments that would place the case in condition for allowance.

Issues for the interview include the difference between an advertiser paying a viewer to watch commercials and a user paying a programmer to exclude commercials from customized programming.

**Application No.: 10/796,909**

**Atty Docket: GBTV 1001-1**

The undersigned can ordinarily be reached at his office at (650) 712-0340 from 8:30 a.m. to 5:30 p.m. PST, Monday through Friday, and can be reached at his cell phone at (415) 902-6112 most other times.

Respectfully submitted,

Dated: 18 September 2008

/Ernest J. Beffel, Jr./

Ernest J. Beffel, Jr.

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